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ABSTRACT

Intended for use by media specialists, this report presents techniques for effective communication and suggests ways of reaching out to various groups. Guidelines are provided for the production and distribution of semester reports on the school library media program, together with suggestions for the development of program goals and objectives, and ideas for the development of displays, centers, or bulletin boards. Suggestions for reaching out with media to faculty, students, administrators, and the community conclude the report. (EW)

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COMMUNICATIONS:

THERE'S NOTHING TO IT BUT TO DO IT

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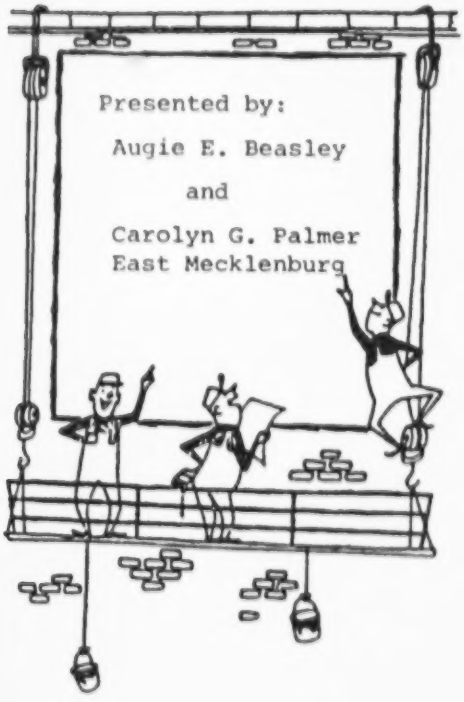

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TECHNIQUES FOR EFFECTIVE COMMUNICATION

SEMESTER REPORTS

The media specialist should prepare a report each semester which describes the activities of the media program and gives statistics showing media center use. The following ideas may be helpful in preparing semester reports:

PREPARATION:

1. Keep a list of all activities during the semester. Include comments which will serve as reminders for explaining the activity later.

2. Keep statistics which show amount of media center use. (Circulation, number of reserves, number of classes/students, etc.)

3. Keep notes on professional activities in which the staff participates.

4. Keep records of all new equipment purchased and gifts received from clubs, organizations, etc.

5. Keep a list of learning centers and displays which were developed as well as a list of bibliographies prepared for classes.

6. Keep a list of any faculty inservice which the media center provided.

WRITING THE REPORT:

1. Introduce the report with an interesting activity or attention getting statement about the semester's activities.

   Avoid opening statements like: The media staff circulated 8,000 books this semester. or The media staff served 500 classes this semester. Use these statistics later in the report.

2. Develop the report using four or five explanations of successful activities which show the quality and type of service given. Student as well as teacher centered activities should be included.

   Example: Renewal workshops for teachers--Computer instruction for students--Students teleconference with author--Software exhibits for teachers.

3. Provide statistics which will show the amount of use of the center.

   Example: Number of classes served or number of students--Circulation statistics-- Reserves/bibliographies provided--Skills taught.

4. Describe interesting learning centers or displays which were provided.

   Example: In an effort to increase computer literacy, the staff designed a learning center, "Puttin' on the Byte," to familiarize students with computer terminology. The center proved to be one of the most successful centers that the staff has developed.

5. Show ways in which clubs (PTSA, Student Congress, etc.) supported the media program.

   Example: Students in clubs volunteered time after school for shelving and general upkeep activities in the media center. PTSA purchased computer software.

6. Explain staff involvement in professional activities.

7. Conclude with an overall statement about semester's activities, and provide a glimpse of what activities are scheduled for the next semester or school year.

   Example: The media staff has enjoyed the first semester's activities and is ready for an exciting and busy second semester. The staff has planned a series of mini workshops in media for the staff and will be busy looking for other ways to improve services to faculty and students . . . and Second semester always promises **RESEARCH PAPERS!**

DISTRIBUTING THE REPORT:

Copies of the semester report should be distributed to your principal and assistant principals, system level media and technology director and media program specialist, and area superintendent. Others to whom you

may choose to send copies of the report could include:

1. Regional media coordinator
2. PTSA president
3. Members of the Media Advisory Committee

MEDIA PROGRAM GOALS AND OBJECTIVES

Each year the media specialist should develop media program goals and objectives which are given the principal and assistant principal/s at the beginning of the school year. Long range goals as well as short term goals should be developed. These may be distributed to others, but remember to always respect the chain of command. Be sure to find out if your principal prefers to receive the copies and then distribute as he/she wishes or if he/she prefers that you distribute the copies. This rule applies to all communiques. Consider the following ideas when you begin developing media goals:

1. Develop one or more goals or objectives in the different areas of the media program.

   Suggested areas:

   1-Media skills instruction
   2-Production (student and teacher)
   3-Public relations
   4-Organization and access of materials
   5-Atmosphere
   6-Professional activities
   7-Curriculum planning
   8-Extracurricular activities

2. Develop short and long term goals for the media program.

   Example: Short Term (goal for that school year)--Plan with teachers in developing activities which will provide opportunities for students to gain skills for independent research.

   Long Term (goal that may need several years to reach)--Implement computer applications for library/media center management.

3. Include specific indicators for each goal or objective.

   Either specific activities which will be used to meet goals or specific methods which can be

used to evaluate progress/completion of goal.

4. Inform administration of goals.

5. Evaluate progress on a regular basis during the year.

6. Prepare an end-of-the-year evaluation of the goals/objectives.

   Include: Success of goals reached--Activities used to reach goals--Explanation of why specific goals were not completed--Future strategy for accomplishing long range goals.

DISPLAYS/CENTERS/BULLETIN BOARDS

The following are general ideas for designing displays, learning center, and bulletin boards.

1. Add texture to displays.

2. Use commercial lettering or professional lettering devices--Hand lettering is usually not as effective.

   TRY: Alphaline
   Wrico
   Leroy
   Kroy (headliner)
   Opaque enlargements of letter styles
   Computer graphics like the PRINT SHOP

3. Use catchy slogans or make use of popular sayings. (Where's the Book? Puttin' on the Byte, Programmed for a Good Year)

4. Use different approaches--3-D objects, hanging objects, various layouts, shapes, and spatial relationships. (Rather than the three-sided vertical fold for centers, try a carrel type center, the screen technique or the pyramid.)

5. Change displays regularly.

6. Keep an idea file and/or caption file.

7. Save parts which can be used again.

8. Take photos of displays, centers, etc.

9. Develop topics of current interest. (EX. Computers, elections, etc.)

10. Make use of clip art. Remember line drawings can be enlarged using the opaque projector for use on bulletin boards.

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REACHING OUT WITH MEDIA TO . . .

FACULTY

* Present a positive attitude when faculty members request help/information.

  Don't promise more than you can deliver but--don't always have an excuse for not being able to meet requests.

  Help faculty with their projects.

  Welcome their suggestions of new procedures as well as new materials.

  Don't always be on the defensive.

  Be flexible in scheduling. Bend the rules once in a while.

  Gladly compile and duplicate bibliographies for units being taught. Publicize this service. (Many faculty members do not realize this is a service that they should expect.)

* Keep faculty informed of new materials and services.

  Try a newsletter, personal notes, etc.

  Know their interests and hobbies. Let them know when materials arrive which would be of interest in these areas.

* Encourage each department to meet in the media center at least once each year.

  Have new and old materials available for browsing.

  Attend departmental meetings to access needs. (Each department once or twice a year)

* Involve the faculty in selection and weeding. Make sure the Media Advisory Committee is active and that faculty members are aware of the members.

* Conduct inservice for the faculty. (renewal workshops, informal instruction in the use of lettering tools, new equipment, etc., software exhibits, and software exhibits on workdays)

* Develop activities and show faculty members what you

can do to help them with units.

* Assist them with bulletin boards, displays, and learning centers.

  Provide lettering tools which will make the job easier.

  Keep a clip art file.

  Have poster board, construction paper, etc. available in the work area.

* Be involved. Be indispensible. Be the place that they go <u>first</u> for everything. Make it hard not to use the media center.

ADMINISTRATION

* Make sure they know you are alive.

  Give them a tour of the facility.

  Invite them to special activities.

  Keep them informed of inservice activities you have.

* Make sure they know what you do.

  Provide semester reports.

  Develop goals and objectives for the media program

  Provide them with short, interesting descriptions of professional meetings that you attend.

  Tell them about professional activities, honors, etc.

  Brag about your program.

* Be known outside your local school.

  Get involved in district, regional, state, and national professional activities.

  Invite others to visit your center. Always have your principal's approval.

  Visit other centers.

* Be positive when you talk with the administrators.

  Visit the principal to tell of good news not just

problems.

* Take time to write a thank you note to administrators who support your program in a special way.

* Keep accurate records

* Assist administrators in locating materials for hobbies and interests, course work, upcoming speeches or presentations, etc.

Offer to prepare visuals.

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